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## **Whole Foods Market's Donate Your Dime campaign raises more than \$26,000 to benefit Florida Organic Growers**

(GAINESVILLE, Fla. – April 15, 2016) – Whole Foods Market will present a check to Florida Organic Growers (FOG) on Earth Day, Friday, April 22, for the first statewide Donate Your Dime campaign.

The campaign raised more than \$26,000 to help benefit Florida Organic Growers (FOG) programs and services throughout Florida and beyond that impact organic farmers, consumers and just food systems.

The check presentation will take place at 10 a.m. at the Whole Foods Market in Altamonte Springs, 305 East Altamonte Drive, Suite 1000.

Launching this past January, the Donate Your Dime campaign took place in all 25 Florida stores as an effort to maximize efforts and collectively raise awareness and funds for FOG. This also marked the first time in Whole Foods Market history that a region partnered with an organization for the campaign.

The program consisted of Whole Foods Market giving back ten cents per bag to customers who re-use their own shopping bags for their purchased groceries. Customers then had a choice to accept it as a discount on their bill or donate the cash back to the store's chosen non-profit organization or to the Whole Planet Foundation.

Each fiscal quarter, Whole Foods Market selects a local non-profit partner who receives a donation of monies collected during that three month period. The Donate Your Dime campaign has been an ongoing initiative for Whole Foods Market Florida region since 1997.

"We are extremely grateful to Whole Foods Market for the Donate Your Dime partnership," said Florida Organic Growers Executive Director Marty Mesh.

"This campaign allowed us to share our passion for organic, healthy and just food and farm systems with the Whole Foods Market community. Funds raised from this campaign will help benefit local and statewide projects as well as work nationally and internationally. As pioneers in the transformation of Florida's organic food and farming movement, we are deeply thankful for this great opportunity."

"As part of our core values, supporting an organization like Florida Organic Growers, perfectly aligns with serving and supporting our local communities," said Briana Madrid, Regional Associate

Marketing Director for Whole Foods Market. “Since FOG works throughout the state of Florida, selecting them as our regional Donate Your Dime recipient meant we could provide a platform in our stores to help them create awareness about Florida organic agriculture.”

For more information on Florida Organic Growers, please visit [www.foginfo.org](http://www.foginfo.org).

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#### **About Florida Organic Growers**

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG promotes organic agriculture and healthy and just food systems by informing producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture. For more information, please visit [www.foginfo.org](http://www.foginfo.org).

#### **About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://wholefoodsmarket.com), NASDAQ: WFM), is the leading natural and organic food retailer. As America’s first national certified organic grocer, Whole Foods Market was named “America’s Healthiest Grocery Store” by *Health* magazine. The company's motto, “Whole Foods, Whole People, Whole Planet”™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company’s more than 88,000 team members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by *FORTUNE* magazine for 18 consecutive years. In fiscal year 2014, the company had sales of more than \$14 billion and currently has more than 417 stores in the United States, Canada and the United Kingdom. For more company news and information, please visit [media.wfm.com](http://media.wfm.com).